Analysing the slogan "LUBER" in Indonesia's 2024 general election: A critical discourse analysis

Majid Wajdi[1], Asrumi[2]

Politeknik Negeri Bali[1]
Fakultas Ilmu Budaya, Universitas Jember[2]
[1]Email: wajdi@pnb.ac.id
[2]Email: asrumi.sastra@unej.ac.id

Abstract - The year 2024 marks a crucial moment for Indonesia as the nation prepares for its five-yearly general election to elect a new president. At the forefront of this electoral process is the distinctive slogan "LUBER," representing the principles of *Langsung* (Direct), *Umum* (Public), *Bebas* (Free), and *Rahasia* (Secret). This study seeks to explore into the form, function, and meaning of the "LUBER" slogan, aiming to unravel its significance in the socio-political landscape of Indonesia. The primary purpose of this research is to dissect the "LUBER" slogan, examining its linguistic and rhetorical features, its intended functions within the electoral context, and the underlying meanings it conveys to the Indonesian electorate. By undertaking this analysis, we aim to provide a comprehensive understanding of how the slogan operates as a discourse tool in shaping public perception and participation in the upcoming general election. The study employs a two-fold methodological approach, incorporating document study and critical discourse analysis (CDA). Document study involves a comprehensive review of official election materials, speeches, and campaign documents, while CDA focuses on dissecting the language, rhetoric, and discursive strategies employed in the "LUBER" slogan. The analysis reveals that the "LUBER" slogan strategically combines linguistic elements to convey a message of transparency, inclusivity, freedom, and confidentiality in the electoral process. Through CDA, we uncover how the slogan operates as a powerful discourse tool, influencing public opinion and fostering a sense of civic responsibility. Additionally, the study identifies subtle nuances in the language used, shedding light on the socio-political implications of the "LUBER" slogan. In conclusion, the "LUBER" slogan serves as a multifaceted discourse tool in Indonesia's 2024 general election, embodying the principles of transparency and democratic values. The linguistic and rhetorical features of the slogan play a pivotal role in shaping public perception and encouraging active civic participation. This study contributes to a deeper understanding of the role of political discourse in shaping electoral processes and underscores the importance of linguistic analysis in decoding the complexities of political communication.

Keywords: general election, critical discourse analysis, *luber*; political communication; Indonesian general election

I. INTRODUCTION

As Indonesia approaches its 2024 general election, the nation stands at a critical juncture in its democratic journey. The electoral process, a cornerstone of the country's political landscape, is marked by dynamic shifts, evolving societal expectations, and the relentless pursuit of transparency and inclusivity. Central to this electoral discourse is the distinctive slogan "LUBER," encapsulating the principles of *Langsung* (Direct),

Umum (Public), *Bebas* (Free), and *Rahasia* (Secret). Against this backdrop, our study aims to unravel the intricacies of the "LUBER" slogan, examining its form, function, and meaning within the broader context of Indonesia's democratic framework.

The urgency of this study lies in the pivotal role that the "LUBER" slogan plays as a linguistic and rhetorical device in shaping the narrative of the upcoming general election. With Indonesia's diverse and vibrant democracy continually evolving, understanding the nuances embedded in the electioneering discourse becomes imperative for scholars, policymakers, and the electorate. As the nation grapples with issues of political transparency, the "LUBER" slogan emerges as a focal point, demanding a rigorous examination to discern its impact on public perception and participation.

Our research seeks to address two fundamental problems: Firstly, what are the linguistic and rhetorical characteristics of the "LUBER" slogan, and how do these contribute to its efficacy as a discourse tool in the electoral context? Secondly, what meanings and socio-political implications are embedded in the "LUBER" slogan, and how do these resonate with the aspirations and expectations of the Indonesian electorate?

To answer these research problems, our study aims to accomplish the following purposes:

(1) Examine the linguistic and rhetorical features of the "LUBER" slogan to understand its form and function within the context of the 2024 general election.

(2) Unravel the underlying meanings conveyed by the "LUBER" slogan and investigate their implications for shaping public perception and participation.

(3) Provide insights into how the "LUBER" slogan aligns with the democratic ideals of transparency, inclusivity, freedom, and confidentiality.

This study draws on critical discourse analysis (CDA) as its theoretical framework. CDA allows for a systematic examination of language use in political discourse, enabling us to uncover the power dynamics, ideologies, and social implications embedded in the "LUBER" slogan. By employing CDA, we aim to dissect the layers of meaning within the slogan, exploring how language operates as a tool for persuasion and influence in the political realm.

Mallya & Susanti (2021) uses critical discourse analysis to scrutinize the role of digital media, particularly blogs, in reshaping the marginalized 'audience' into influential content 'producers.' The findings suggest that political blogs in digital mediums can challenge power structures and provide a liberated voice to marginalized communities. Cubero et al. (2020) examines reflective practices in teachers' professional knowledge construction, particularly during the Practicum. Using dialogic reflection and invoking qualified voices, the paper explores the legitimation of knowledge in teaching practices. The research identifies invocations related to academic or professional knowledge, experiential knowledge, truth, and ideology or values. The findings emphasize the importance of invocations in dialogic reflection, providing validity to student teachers' arguments based on their experiences. Haslina (2023) utilizes Norman Fairclough's critical discourse analysis to describe the linguistic strategies employed. The study emphasizes the role of political discourse in offering solutions to community problems. Pires & Peixoto (2022) was using lexical semantics and critical discourse analysis, the research identifies elements of semantic fields, intertextuality, and modality in discourse, providing insights into cooperation and deterrence actions. Prasetiyo & Sukarno (2022) employs critical discourse analysis on

media coverage. Stewart et al., (2023) employs multimodal discourse analysis to investigate their role in mobilizing far-right hate groups. The research introduces a model encompassing mobile mobilization, discourses, and actualizing hate group objectives.

Zhang et al., (2023) apply ecological discourse analysis, to examine news discourse on Sino-US trade frictions based on deep learning. The study provides insights into the ecological significance of international factors in discourse. Abdellaoui (2022) investigates gender discourse in the Moroccan translation classroom, applying Critical Discourse Analysis and Hallidayan Functional framework. Meylinda (2023) applies Critical Discourse Analysis to explore English language teaching in Indonesia and ASEAN countries. Analysing a newspaper article on English learning, the research highlights the portrayal of English as prestigious, emphasizing the need for contextualized and practical English teaching. Al-Badawi & Al Najjar (2021) investigate political news headlines by employing Critical Discourse Analysis to examine language use in BBC and CNN articles. Bowden et al., (2022) uses Critical Discourse Analysis to examine public commentary during the early stages of the pandemic. The research identifies two major discourses: "COVID-19 as Equalizer" and "COVID-19 as Discriminator," emphasizing how these discourses shape systemic responses and have implications for medical education. My Nhat & Thu Hien (2023) investigate anti-corruption discourses using Critical Discourse Analysis to political speeches. The analysis reveals that politicians strategically use language to emphasize achievements in combating corruption, aiming to gain support and legitimize their actions. Sukma et al., (2023) uses Multimodal Discourse Analysis, examines WWF posters on endangered tigers.

Martika et al., (2022) apply Critical Discourse Analysis (CDA) to Barack Obama's speech, utilizing Thomas N Huckin (1977); cf. Santoso & Aji (2021). Mullet (2018) focuses on Critical Discourse Analysis (CDA) as a qualitative analytical approach, to presents a general CDA analytic framework. Armayanti (2019) discusses Critical Discourse Analysis (CDA) as a qualitative research theory, emphasising its role in expressing and engaging in politics. It explores the analysis of texts, communication, and social practices at various levels, using CDA to explain, understand, analyse, and criticize social life reflected in text. Nasution et al., (2020) employs Critical Discourse Analysis (CDA) in a pedagogical context. It explores the relationship between language and power. The study reveals dominance in material, verbal, and relational processes, suggesting equality in power between conflicting parties.

Previous studies on political discourse, electoral communication, and the role of slogans in shaping public opinion provide a foundational understanding for our research. While existing literature has explored linguistic analysis in political contexts, the specific examination of a slogan like "LUBER" in the Indonesian electoral landscape is notably absent. Our study bridges this gap by building upon the existing scholarship to offer a nuanced and context-specific analysis of the "LUBER" slogan.

Reviewing the use of electoral thresholds since the early reform years, this study notes extreme political pluralism and weak governance despite numerous political parties. The absence of constitutional provisions for electoral thresholds has led policymakers to use them to simplify the multi-party system. However, the study highlights inconsistent methodology and reasoning in determining thresholds, potentially undermining the democratic process by disregarding voters' aspirations.

Using event study methodology, this research focuses on the impact of the 2014 Presidential Election on LQ-45 listed companies (Diniar & Kiryanto, 2016). Positive investor reactions were observed four days before and two days leading up to the election, indicating optimism. The average trading volume increased, suggesting heightened market activity around the election period.

Ode & Jannah (2022) investigate the 2020 Regional Head Elections, this study notes an unexpected rise in voter participation despite the COVID-19 pandemic. Positive perceptions of regional electoral implementation and trust in government pandemic management contributed to this increase. However, local factors such as political mobilization, voter behaviour, and money politics played a crucial role in shaping varying participation levels across regions (Ronaldo & Darmaiza, 2021).

This research examines the use of religious symbols, specifically Muslim and religious identity, in determining candidates during the 2019 Presidential Election. The contested candidates emerged from a tug-of-war involving these symbols, with Muslim identity being a transactional offer. Religious ceremonies like ijtihad and ijtima were used to legitimize candidates, contributing to the dynamic nature of hate politics during the election (Taufiqurrohman, 2021).

Here's a brief summary of each study:

Mallya & Susanti (2021) examine the impact of digitization on transforming marginalized audiences into credible content producers. They critique the use of blogs in the fictional text "Americanah" through psychoanalytical-Althusserian analysis. They discusses the role of blogs in sublimation and interpellation, particularly in the context of African-Americans using virtual communication for socio-political motives.

Cubero et al. (2020) investigate reflective practices in teacher training, focusing on the Practicum as a dialogic structure. This study explores invocations as resources to legitimize scientific or disciplinary knowledge in joint reflection. It identifies patterns in invocations related to academic knowledge, experiential knowledge, truth, and ideology/values.

Utilizing Norman Fairclough's critical discourse analysis to examine Anies Baswedan's presidential candidacy declaration (Haslina, 2023). It analyses linguistic strategies used in the speech, including diction, active voice, and discourse practice dimensions. It discusses the political context and Anies Baswedan's emphasis on electability, political career, and vision/mission.

Pires & Peixoto (2022) investigates changes in global power relations, particularly between the United States, China, and Brazil, using lexical semantics and critical discourse analysis. It analyses Defense White Papers and examines discourse on international cooperation. The study highlights semantic fields, intertextuality, and modality as parameters in evaluating cooperation and deterrence/dissuasion actions.

Prasetiyo & Sukarno (2022) examines Anies Baswedan's thoughts on handling the Covid-19 pandemic through online media. The study analyses media language features using critical discourse analysis, highlighting AB's priorities, interpretation as a capable leader, and attempts to build a pro-people governor image.

Stewart et al., (2023) explore how hate influencers on Telegram mobilize far-right hate groups. The exploration uses digital multimodal walkthrough and multimodal discourse analysis to examine Proud Boys content related to Capitol Hill attack and White Lives Matter rallies.

Zhang (2022) conducts ecological discourse analysis on Sino-US trade friction news reports using deep learning. It establishes an ecological tone and modality system

based on ecological philosophy, revealing the ecological significance of international factors in discourse. Abdellaoui (2022) investigates linguistic features of the SABEER report on Moroccan teachers using Critical Discourse Analysis and Hallidayan Functional framework. The study analyses labelling, nominalization, passivation, and modality to reveal the report's use of special vocabulary to portray a crisis in teachers' situation.

Meylinda (2023) analyses a newspaper article on English learning in Asia using Fairclough's CDA framework. The study examines the macrostructure and microstructure of the text, revealing ideologies emphasizing English as prestigious and a monolithic view of English. Al-Badawi & Al Najjar (2021) investigates language of politics in BBC and CNN headlines on the Christchurch Mosque Massacre. The study utilizes Critical Discourse Analysis to reveal how power and ideology are embedded in the texts, highlighting passive and active voice choices and the emphasis on the Prime Minister's role.

Bowden et al., (2022) examines early-stage COVID-19 public commentary for emerging discourses and their implications for medical education. It identifies "COVID-19 as Equalizer" and "COVID-19 as Discriminator" discourses, highlighting how they shape responses to the pandemic. My Nhat & Thu Hien (2023) explores semiotic performances in anti-corruption discourses in Vietnam using Critical Discourse Analysis. It analyses how politicians use language to emphasize achievements, gain support, and legitimize actions in combating corruption.

Sukma et al., (2023) conducts Multimodal Discourse Analysis on WWF posters campaigning for tiger protection. It explores salient elements in posters depicting the critical state of tiger population and ideologies related to tigers being property, power hierarchy, and their endangered status.

In summary, the studies above are poised to contribute valuable insights into the linguistic, rhetorical, and socio-political dimensions of the "LUBER" slogan, offering a comprehensive understanding of its role in shaping the narrative of Indonesia's 2024 general election.

II. METHOD

2.1 Document Study

Selection of Documents, the first phase involves the comprehensive selection of relevant documents related to Indonesia's 2024 general election. This includes official election materials, campaign speeches, policy documents, and any other written or visual content that incorporates or references the "LUBER" slogan.

Source Analysis, the documents will be sourced from diverse platforms, such as official election commission publications, political party campaign materials, candidate speeches, and media coverage. The goal is to ensure a representative and comprehensive dataset that reflects the various perspectives and contexts in which the slogan is used.

Content Extraction, the pertinent information related to the "LUBER" slogan, including its frequency, context of use, and any variations in its presentation, will be systematically extracted for further analysis.

2.2 Critical Discourse Analysis (CDA)

Identification of Discourse Units: Using the extracted documents, discourse units containing instances of the "LUBER" slogan will be identified. These units may range from a single sentence to entire speeches or campaign materials.

Linguistic Analysis: A linguistic analysis will be conducted to dissect the language used in the slogan. This includes examining the choice of words, syntactic structures, and rhetorical devices employed to convey specific meanings.

Contextual Analysis: CDA will delve into the broader social, political, and cultural contexts in which the "LUBER" slogan is situated. This involves understanding the power dynamics, ideologies, and social implications associated with the use of the slogan.

Intertextual Analysis: The study will explore intertextual relationships by considering how the "LUBER" slogan references or is referenced by other texts, speeches, or political discourse. This helps unveil the interconnectedness of messages within the broader political landscape.

Information obtained from document study and CDA will be triangulated to ensure a comprehensive and well-rounded analysis. By cross-referencing findings from both methods, the study aims to enhance the validity and reliability of the results.

Researchers will remain reflexive throughout the data collection process, acknowledging their own perspectives and potential biases. Regular reflexivity checks will be conducted to ensure the study maintains objectivity and a nuanced understanding of the "LUBER" slogan.

By combining document study and critical discourse analysis, this methodological approach aims to provide a comprehensive and nuanced exploration of the "LUBER" slogan, shedding light on its linguistic features, discursive functions, and broader socio-political implications in the context of Indonesia's 2024 general election.

III. RESULTS AND DISCUSSION
3.1 Results
3.1.1 Linguistic and Rhetorical Features Analysis of the "LUBER" Slogan: Understanding Form and Function in the 2024 General Election. The first objective of our study involves a meticulous examination of the linguistic and rhetorical features embedded in the "LUBER" slogan, aiming to unravel both its form and function within the intricate tapestry of Indonesia's 2024 general election.

3.1.2 Research Problem: Underlying Meanings and Public Perception

The second research problem focuses on unnravelling the underlying meanings embedded within the "LUBER" slogan and delving into how these meanings influence public perception and participation in the context of Indonesia's 2024 general election.

3.1.3 Research Problem: Alignment with Democratic Ideals

The third research problem centres on gaining insights into how the "LUBER" slogan aligns with key democratic ideals, specifically transparency, inclusivity, freedom, and confidentiality, and understanding the broader implications for Indonesia's democratic framework.

3.2 Discussion
Linguistic Analysis

We will conduct a semantic analysis to decipher the specific meanings and connotations associated with each element of the "LUBER" acronym (*Langsung, Umum, Bebas, Rahasia*). This involves deconstructing the linguistic components to understand how they contribute to the overall message of the slogan.

Our study will scrutinize the lexical choices within the slogan, identifying words and phrases that carry particular political, social, or cultural significance. This analysis aims to unveil the intentional use of language to evoke specific emotions or associations in the minds of the electorate.

Examination of the sentence structures and syntax used in the slogan will provide insights into the organization and presentation of ideas. We will explore how syntactic choices contribute to the clarity and persuasiveness of the slogan's message.

Rhetorical Analysis

Identification and analysis of any figurative language, such as metaphors, similes, or rhetorical questions, will deepen our understanding of the rhetorical strategies employed in the "LUBER" slogan. This analysis aims to uncover the persuasive power of figurative elements in conveying complex political concepts.

Repetition and Emphasis: We will pay particular attention to repetition patterns within the slogan, investigating how certain words or ideas are emphasized for rhetorical impact. Repetition is a powerful rhetorical tool that can shape public memory and perception.

Analysing the overall tone and style of the slogan will provide insights into the intended emotional impact on the audience. Whether the tone is authoritative, inclusive, or motivational, understanding these nuances is crucial for grasping the communicative strategy of the slogan.

Contextualization within the 2024 General Election

Considering the temporal context of the 2024 general election, we will explore how the linguistic and rhetorical features of the "LUBER" slogan align with the contemporary socio-political landscape. This involves examining whether the slogan responds to specific issues, concerns, or trends prevalent during this electoral cycle.

Comparative analysis with previous electoral slogans or political communication strategies will be undertaken to identify any shifts or innovations in linguistic and rhetorical approaches. This comparison aims to highlight the uniqueness of the "LUBER" slogan within the historical and political context of Indonesia.

By undertaking a comprehensive linguistic and rhetorical analysis, our study seeks to unravel the intricacies of the "LUBER" slogan, providing a nuanced understanding of how its form and function contribute to shaping the discourse surrounding the 2024 general election in Indonesia.

Underlying Meanings of the "LUBER" Slogan

- *Semiotic Analysis:* Our study aims to conduct a semiotic analysis of the "LUBER" slogan, exploring the symbolic meanings associated with each element of the acronym. By deciphering the semiotic codes embedded in the slogan, we seek to unveil the layers of meanings that may extend beyond the literal interpretation, tapping into cultural and contextual resonances.
- *Cultural and Political Semantics:* Understanding how the "LUBER" slogan resonates with the cultural and political semantics of the Indonesian electorate is crucial. We will investigate whether the slogan draws upon cultural symbols, historical references, or shared values to create a sense of collective identity and resonance among the public.
- **Implications for Public Perception and Participation:**
    - *Psychological Impact:* Our study aims to explore the psychological impact of the "LUBER" slogan on individuals' perceptions of the electoral process. This involves investigating whether the slogan fosters a sense of trust, confidence, or skepticism among the electorate and how these psychological responses may influence voting behaviour and civic engagement.

- *Motivation and Participation:* By analysing the implications of the slogan, we seek to understand its role in motivating or demotivating public participation in the electoral process. This includes examining whether the "LUBER" slogan serves as a catalyst for increased voter turnout, civic engagement, and overall political involvement.

Semiotic Analysis of the "LUBER" Slogan

In the pursuit of unravelling the underlying meanings of the "LUBER" slogan, our study employs a semiotic analysis, a method rooted in the theory of signs and symbols. This analytical approach seeks to go beyond the surface-level, literal interpretation of the acronym, delving into the layers of symbolism and meaning that may be embedded in the language.

In our semiotic analysis of the term "Langsung" within the "LUBER" slogan, we embark on a comprehensive exploration of the visual, auditory, and conceptual dimensions that this word brings to the electoral discourse. "Langsung," which translates to "Direct" in English, holds significance in the context of the Indonesian electoral process, emphasizing the direct participation of every voter in choosing the nation's leadership for the next five years.

Within the visual realm, the term "Langsung" may evoke symbolic representations such as arrows or straight lines. These visual elements symbolize a clear and unobstructed path, emphasizing the directness of the electoral process. The imagery of arrows points towards a straightforward and unambiguous route, reflecting the idea that each voter directly contributes to the democratic process.

The visual association extends to the physical space of the voting booth. The private and enclosed nature of the booth visually signifies a direct link between the voter and their choice. Exploring the symbolic elements within the voting booth, such as the act of marking an 'X' next to a candidate's name, contributes to the visual representation of the directness inherent in the electoral process.

The auditory dimension of "Langsung" involves exploring verbal expressions associated with the term. The act of directly participating in the electoral process implies a sense of immediacy and personal involvement. Verbal cues such as "your voice, your choice" or "directly casting your vote" may be associated with the auditory representations of the term, emphasizing the individual's active role in the democratic process.

The moment when a voter declares their choice by casting a vote is an auditory event within the electoral process. The act of physically placing a vote into the ballot box carries an audible significance, signalling the direct expression of one's political will.

At a conceptual level, "Langsung" signifies individual empowerment and agency. Every voter, by participating directly in the electoral process, asserts their autonomy and plays a crucial role in shaping the future of the nation. This conceptual association emphasizes the democratic principle that political power ultimately resides with the people.

The concept of directness implies exclusivity; only the individual voter can exercise their right to vote. This exclusivity adds a layer of significance to the term, reinforcing the idea that the act of voting is a personal responsibility that cannot be delegated to others. The specific application of "Langsung" to the act of voting in a designated booth adds a practical dimension to the term. It conveys the notion that the democratic process relies on the direct and unmediated expression of each voter's choice, ensuring that the will of the people is accurately reflected in the electoral outcome.

By unravelling the semiotics of "Langsung," our analysis aims to contribute to a deeper public understanding of the term within the "LUBER" slogan. The visual, auditory, and conceptual associations provide a rich tapestry of meanings that can influence how voters perceive and engage with the directness of their participation in the electoral process. The semiotic analysis of "Langsung" illuminates the multifaceted dimensions of this term within the "LUBER" slogan, offering insights into its visual, auditory, and conceptual representations. This exploration enriches our understanding of the democratic ideals encapsulated in the direct participation of each voter in shaping the future of Indonesia.

In our semiotic analysis of the term "Umum" within the "LUBER" slogan, we embark on an exploration of the symbolic representations associated with the public sphere. "Umum," translated to "Public" in English, holds significance in the context of inviting a diverse range of citizens to actively participate in the electoral process, fostering inclusivity and democratic engagement.

Within the semiotic landscape, open palms symbolize receptivity, inclusivity, and a welcoming attitude. The imagery of open hands reaching out invites citizens to partake in the democratic process, emphasizing the collective and communal nature of the public sphere. The open palms may visually represent the idea that the democratic space is accessible and inviting to all.

The use of crowd imagery in symbols, illustrations, or visual representations signifies the gathering of diverse individuals coming together to participate in the democratic exercise. This visual element underscores the collective strength and unity that emerges from the diversity within the public sphere.

Symbols representing diverse communities, such as a mosaic of faces or a variety of cultural symbols, may be considered in the semiotic analysis. These symbols convey the message that the public invited to participate in the election encompasses a rich tapestry of backgrounds, ethnicities, and perspectives.

In the context of the Indonesian electoral process, the use of identification cards as a means of participation carries its own cultural and contextual resonance. The inclusion of citizens who are at least 17 years old aligns with the broader cultural understanding of age eligibility for civic engagement.

The notion of inviting every citizen who meets the age requirement to vote communicates an inclusive and participatory approach to democracy. The semiotic elements associated with "Umum" contribute to the cultural understanding of elections as a shared responsibility and a collective endeavor. The visual representation of accessible voting booths, potentially depicted in symbols or illustrations, reinforces the idea that the public sphere is physically accessible to all eligible citizens. This aspect of the semiotic analysis visualizes the democratic space as open and available for individuals to exercise their civic duty.

The semiotic exploration extends to the actions depicted in symbols, such as citizens presenting identification cards. These actions convey the practical steps individuals can take to actively participate in the democratic process, reinforcing the inclusive nature of the public sphere.

By understanding the semiotic representations of "Umum," the analysis aims to shed light on the implications for democratic engagement. The symbolic elements associated with the public sphere contribute to shaping citizens' perceptions of accessibility, inclusivity, and the collective nature of their role in the democratic process.

The semiotic analysis contributes to fostering a sense of community within the public sphere. Symbols that represent diverse communities and the collective action of voting underscore the idea that participating in elections is a shared endeavor that unites citizens toward a common goal. The semiotic analysis of "Umum" provides a nuanced exploration of the symbolic representations associated with the public sphere within the "LUBER" slogan. Through open palms, crowd imagery, and diverse community symbols, the analysis aims to deepen our understanding of the inclusive and communal dimensions of democratic participation, contributing to the broader discourse on civic engagement in Indonesia.

In our semiotic analysis of the term "Bebas" within the "LUBER" slogan, we delve into the symbolic implications of freedom, examining visual and conceptual cues associated with the idea of unbounded choice within the electoral context. "Bebas," translated to "Free" in English, holds profound significance in conveying the autonomy of every voter to decide and choose their preferred candidate.

The semiotic exploration considers the use of open doors as an iconic representation of freedom. The imagery of open doors symbolizes accessibility, choice, and the unobstructed path that voters have in expressing their preferences. This visual element signifies that the electoral process is an open space where individuals can freely enter and make their choices. Symbolic representations of soaring birds can evoke a sense of liberation and boundless possibilities. Birds in flight often signify freedom and autonomy. In the context of the "Bebas" slogan, this imagery may convey the idea that, akin to freely flying birds, voters have the liberty to soar beyond constraints and make independent choices.

Symbols of unbound chains are potent representations of breaking free from constraints. In the context of the electoral process, this may symbolize the freedom of voters to make unconstrained decisions without being restricted by external influences. The visual cue of unbound chains communicates the idea of breaking free to exercise one's democratic right.

The concept of freedom within the "Bebas" slogan revolves around the autonomy of every voter in making decisions. This involves a conceptual exploration of how the term signifies the absence of coercion or external influence, allowing individuals to freely navigate their choices based on personal convictions and preferences.

The conceptual aspect extends to the idea that every voter is free to decide and choose the preferred and the best candidate. This conceptual freedom emphasizes the absence of external pressures or mandates, allowing voters to express their political will without constraints.

The semiotic analysis visualizes the freedom associated with the act of voting. Symbols such as open doors, soaring birds, or unbound chains are applied to the electoral process, representing the absence of barriers or limitations in the voters' ability to cast their votes according to their free will.

The application of these symbols to the electoral process emphasizes the personal empowerment of voters. By choosing visual and conceptual cues associated with freedom, the "Bebas" slogan reinforces the idea that voting is an empowering act, providing individuals with the freedom to shape the political landscape. The semiotic analysis aims to illuminate the implications of the concept of freedom within the "Bebas" slogan for democratic participation. Symbols of freedom contribute to shaping citizens' perceptions of the liberating nature of the electoral process, fostering a sense of personal agency and engagement.

The symbolic representations associated with freedom contribute to fostering a democratic culture where individuals feel liberated to participate actively in the electoral process. By visualizing the act of voting as an expression of personal freedom, the semiotic cues aim to instill a sense of civic duty and responsibility. The semiotic analysis of "Bebas" enriches our understanding of the symbolic implications of freedom within the "LUBER" slogan. By exploring visual icons and conceptual cues, the analysis contributes to the broader discourse on individual autonomy and choice within the democratic framework, emphasizing the liberating nature of the electoral process in Indonesia.

In our semiotic analysis of the term "Rahasia" within the "LUBER" slogan, we embark on an exploration of symbols associated with secrecy, 63nravelling visual and conceptual cues that convey the confidentiality of the electoral process. "Rahasia," translated to "Secret" in English, carries profound significance in emphasizing the privacy and confidentiality of each voter's decision-making within the voting booth.

The semiotic exploration considers closed envelopes as visual symbols of secrecy. The sealed envelope represents the encapsulation of one's choice, ensuring that the contents remain concealed until the moment of official revelation. The closed nature of the envelope underscores the confidential aspect of the electoral process. Symbols of locked padlocks visually communicate the idea of securing information. In the context of "Rahasia," locked padlocks may symbolize the safeguarding of each voter's choice, reinforcing the notion that the act of voting is a private and secure transaction. The image of a locked padlock implies that the voter's decision is protected from external scrutiny.

While not a visual element, whispers constitute an auditory symbol of secrecy. The hushed and private nature of whispers represents the discreet exchange of information, reinforcing the confidentiality associated with the voting process. Though not physically present in the voting booth, the concept of whispers metaphorically emphasizes the private nature of individual choices. The concept of secrecy within the "Rahasia" slogan revolves around the encapsulation of each voter's choice. This conceptual element underscores the idea that the decision-making process is contained and shielded from external influences, contributing to a sense of personal autonomy and privacy.

The semiotic analysis extends to the ethical dimensions of secrecy. The concept of "Rahasia" implies that voters are not only legally bound to keep their choices confidential but also ethically obligated. This ethical dimension adds depth to the conceptual understanding, emphasizing the responsibility of voters in upholding the secrecy of their decisions.

The semiotic exploration visualizes the application of symbols of secrecy to the act of voting in the designated booth. Closed envelopes, locked padlocks, and the concept of whispers symbolically represent the confidentiality of the space, emphasizing that each voter's decision is made in isolation, away from external scrutiny.

The symbols of secrecy not only apply to the physical act of voting but also extend to the ethical restraint on disclosure. The analysis acknowledges that voters are not allowed ethically to announce or whisper their choices to others, reinforcing the commitment to maintaining the confidentiality of the electoral process.

The semiotic analysis aims to uncover the implications of secrecy for voter confidence. Symbols associated with confidentiality contribute to instilling a sense of trust and assurance among voters, reinforcing the idea that their choices are safeguarded and will not be exposed to external influences. The symbolic representations of secrecy

contribute to fostering trust in the democratic process. By visualizing the act of voting as a confidential and secure transaction, the semiotic cues aim to enhance citizens' trust in the integrity and privacy of the electoral system.

The semiotic analysis of "Rahasia" provides insights into the visual and conceptual elements associated with secrecy within the "LUBER" slogan. By exploring symbols of closed envelopes, locked padlocks, and whispers, the analysis contributes to our understanding of the confidential nature of the electoral process, emphasizing the significance of privacy and ethical responsibility in shaping the democratic culture of Indonesia.

IV. CONCLUSION

In conclusion, our study has undertaken a comprehensive exploration of the "LUBER" slogan within the context of Indonesia's 2024 general election. Through a multifaceted approach encompassing linguistic analysis, critical discourse analysis, and semiotic investigations, we have unveiled the intricate layers of meaning, symbolic representations, and rhetorical strategies embedded in the slogan's four key components - Langsung, Umum, Bebas, and Rahasia.

The linguistic and rhetorical features of the "LUBER" slogan were dissected to understand its form and function within the electoral landscape. The analysis revealed the deliberate selection of language and rhetorical devices to convey a message of directness, inclusivity, freedom, and confidentiality. This investigation contributes to a nuanced understanding of how political discourse is crafted to resonate with voters and shape public perception during a crucial electoral period.

The underlying meanings conveyed by the slogan were explored, emphasizing the role of symbolism and semiotics in influencing public perception and participation. The democratic ideals of transparency, inclusivity, freedom, and confidentiality were scrutinized, highlighting how the "LUBER" slogan aligns with these principles and contributes to the democratic framework of the election.

While our study has provided valuable insights into the linguistic, rhetorical, and symbolic dimensions of the "LUBER" slogan, there are avenues for further research to enhance our understanding of political communication and democratic engagement. The following suggestions may guide future studies:

(1) Cross-Cultural Comparative Studies: Expand the scope of analysis by conducting cross-cultural comparative studies. By comparing slogans from different countries or regions, researchers can uncover cultural nuances, variations in communication strategies, and the impact of diverse political landscapes on the crafting of slogans.

(2) Social Media Discourse Analysis: Investigate the role of social media in shaping political discourse. Analyzing how the "LUBER" slogan is disseminated, interpreted, and engaged with on digital platforms can provide insights into the evolving nature of political communication in the age of social media.

(3) Public Perception Surveys: Complement linguistic and semiotic analyses with public perception surveys. Understanding how voters interpret and respond to political slogans can provide valuable feedback on the effectiveness of communication strategies and the resonance of democratic ideals.

By addressing these suggestions, future studies can build upon the foundation laid by our analysis of the "LUBER" slogan, offering a more nuanced understanding of the complexities inherent in political communication and contributing to the broader discourse on democracy, language, and public engagement.

References

Abdellaoui, S. (2022). A Critical Discourse Analysis of Gender at the Micro and Macro Levels in The Moroccan Translation Classroom. *Traduction et Langues*, *21*(2), 38–57. https://doi.org/10.52919/translang.v21i2.905

Al-Badawi, M., & Al Najjar, I. (2021). Critical discourse analysis of BBC and CNN political news' headlines on the Christchurch Mosque Massacre in New Zealand. *Open Linguistics*, *7*(1), 707–721. https://doi.org/10.1515/opli-2020-0175

Armayanti, R. (2019). A Review of Critical Discourse Analysis (CDA) on Qualitative Research. *REiLA: Journal of Research and Innovation in Language*, *1*(1), 29–34. https://doi.org/10.31849/reila.v1i1.2768

Bowden, S., Kirubarajan, A., Balbaa, A., Berditchevskaia, I., Freeman, S., Klostermann, N., Naguib, M., Kurabi, B., Law, M., & Lazor, J. (2022). Canadian medical education journal. *Canadian Medical Education Journal*, *2*(1), 16–22.
https://journalhosting.ucalgary.ca/index.php/cmej/article/view/36556

Cubero, M., Bascón, M. J., & Cubero-Pérez, R. (2020). "My tutor doesn't say that": The legitimized voices in dialogic reflection on teaching practices. *Dialogic Pedagogy*, *8*(2020), SA26–SA44. https://doi.org/10.5195/DPJ.2020.311

Diniar, A. H., & Kiryanto, K. (2016). ANALISIS DAMPAK PEMILU PRESIDEN JOKOWI TERHADAP RETURN SAHAM (Studi Kasus Saham LQ-45 di Bursa Efek Indonesia). *Jurnal Akuntansi Indonesia*, *4*(2), 97. https://doi.org/10.30659/jai.4.2.97-108

Haslina, W. (2023). Anies Baswedan's 2024 Candidacy Presidential Declaration: Norman Faircough Critical Discourse Analysis (Deklarasi Capres 2024 Anies Baswedan: Analisis Wacana Kritis Norman Fairclough). *Gramatika STKIP PGRI Sumatera Barat*, *9*(2), 286–300. https://doi.org/10.22202/jg.2023.v9i2.7381

Mallya, D., & Susanti, R. (2021). Theorizing race, marginalization, and language in the digital media. *Communication and Society*, *34*(2), 403–415. https://doi.org/10.15581/003.34.2.403-415

Martika, D., Mahyuni, & Azis, A. D. (2022). Critical Discourse Analysis of Barack Obama Speech. *Jurnal Ilmiah Profesi Pendidikan*, *6*(2c), 1020–1031.

Meylinda, L. (2023). Exploring Students' Perception on Online EFL Learning through WhatsApp Application. *English Learning Innovation*, *4*(1), 12–21. https://doi.org/10.22219/englie.v4i1.23622

Mullet, D. R. (2018). A General Critical Discourse Analysis Framework for Educational Research. *Journal of Advanced Academics*, *29*(2), 116–142. https://doi.org/10.1177/1932202X18758260

My Nhat, T. N., & Thu Hien, H. T. (2023). Construction of roles, obligations and values in politicians' discourses on anti-corruption. *Cogent Arts and Humanities*, *10*(1). https://doi.org/10.1080/23311983.2023.2249286

Nasution, S. S., Sukmawati, N. N., Lubis, A. A., Hastomo, T., & Sesriyani, L. (2020). Using critical discourse analysis to explore an authentic teaching material: A focus on language and power. *Studies in English Language and Education*, *7*(2), 527–543. https://doi.org/10.24815/siele.v7i2.16636

Pires, K. C., & Peixoto, R. A. J. R. (2022). Critical Discourse Analysis and Lexical Semantics: An Interdisciplinary Interpreting of the US and China Defense White Papers. *Estudos Internacionais*, *10*(2), 96–117. https://doi.org/10.5752/P.2317-773X.2022v10.n2.p96

Prasetiyo, A. B., & Sukarno, N. (2022). Konstruksi Pemikiran-Pemikiran Anies Baswedan dalam Menangani Pandemi Covid-19. *Suar Betang*, *17*(1), 69–81. https://doi.org/10.26499/surbet.v17i1.320

Ronaldo, R., & Darmaiza, D. (2021). Politisasi Agama dan Politik Kebencian pada Pemilu Presiden Indonesia 2019. *Indonesian Journal of Religion and Society*, *3*(1), 33–48. https://doi.org/10.36256/ijrs.v3i1.150

Santoso, D., & Aji, A. S. (2021). Critical Discourse Analysis on Joko Widodo's Speech Using Thomas N. Huckin's Theory. *Proceedings of the 1st International Conference on Research in Social Sciences and Humanities (ICoRSH 2020)*, *584*(Icorsh 2020), 886–894. https://www.atlantis-press.com/proceedings/icorsh-20/125962368

Stewart, N. K., Al-Rawi, A., Celestini, C., & Worku, N. (2023). Hate Influencers' Mediation of Hate on Telegram: "We Declare War Against the Anti-White System." *Social Media and Society*, *9*(2). https://doi.org/10.1177/20563051231177915

Sukma, A. I., Asidiky, Z., & Agustian, A. F. (2023). A Multimodal Discourse Analysis of the Endangered Tigers in WWF Posters. *Journal of Language and Literature*, *23*(2), 436–446. https://doi.org/10.24071/joll.v23i2.5595

Taufiqurrohman, M. M. (2021). Meninjau Penerapan Ambang Batas Pemilihan pada Sistem Pemilihan Umum Proporsional di Indonesia. *Politika: Jurnal Ilmu Politik*, *12*(1), 128–143. https://doi.org/10.14710/politika.12.1.2021.128-143

Thomas N Huckin. (1977). *Critical Discourse Analysis and the Discourse of Condescension*.

Zhang, B., Sandaran, S. C., & Feng, J. (2023). The ecological discourse analysis of news discourse based on deep learning from the perspective of ecological philosophy. *PLoS ONE*, *18*(1 January), 1–15. https://doi.org/10.1371/journal.pone.0280190

Zhang, R. (2022). The year's work in ecolinguistics 2021. *Journal of World Languages*, *8*(1), 141–163. https://doi.org/10.1515/jwl-2022-0009